
ALTERNATIVE PLAN CONCEPTS

EXISTING PLAN ALTERNATIVE

This alternative would retain and implement the land use designations of the 1970 Midway Community Plan and adopt the light industrial designation of the General Plan for the Pacific Highway area. As the land use designations of the 1970 plan were never implemented, this alternative would incorporate an extensive rezoning program. The Midway Planned District would be replaced with citywide commercial and industrial zones. This Plan would retain the specialized commercial land use designation for the central commercial core. Implementation of the specialized commercial designation would be implemented community-wide with the application of the C-1 and CA Commercial Zones. Further design review could be accomplished through the application of the CPIOZ to the central commercial core.

REDEVELOPMENT ALTERNATIVE

This alternative recommends the incorporation of land use designations and zoning changes of the proposed land use plan but includes a provision for the establishment of a redevelopment project area along the Pacific Highway Corridor pursuant to the California Community Redevelopment Law, Section 33000 of the Health and Safety Code. This alternative would recommend that the physical redevelopment and rehabilitation of the Pacific Highway area be accomplished through a combination of government and private financing sources.

RECOMMENDED PLAN CONCEPT

This alternative includes changes in the land use designation and existing zoning to reflect existing conditions and anticipated development trends. The Plan proposes the replacement of the Midway Planned District Ordinance with citywide zones and recommends appropriate commercial land use designations for areas already developed commercially. This alternative also provides for the establishment of a transportation-related land use designation and citywide commercial zoning adjacent to the Washington Street trolley stop and to the area south of Sassafras Street, near Lindbergh Field.